



Business value of cyber security Technology support of the GDPR

Nederlandse Brancheorganisatie voor Gebouw Automatisering

Today's agenda

- **Overview Cisco's CDA – Country Digitization Acceleration Program**
- **Pillars of a company: Revenue, Costs, Compliancy, Loyalty**
- **How to achieve a secure infrastructure**
- **Applied to GDPR**

What is Country Digital Acceleration (CDA)?

Cisco's Country Digital Acceleration (CDA) is a **strategic partnership** with national leadership, industry and academia to accelerate existing national digitization agendas and deliver public and private outcomes faster and more effectively.



**GDP
GROWTH**

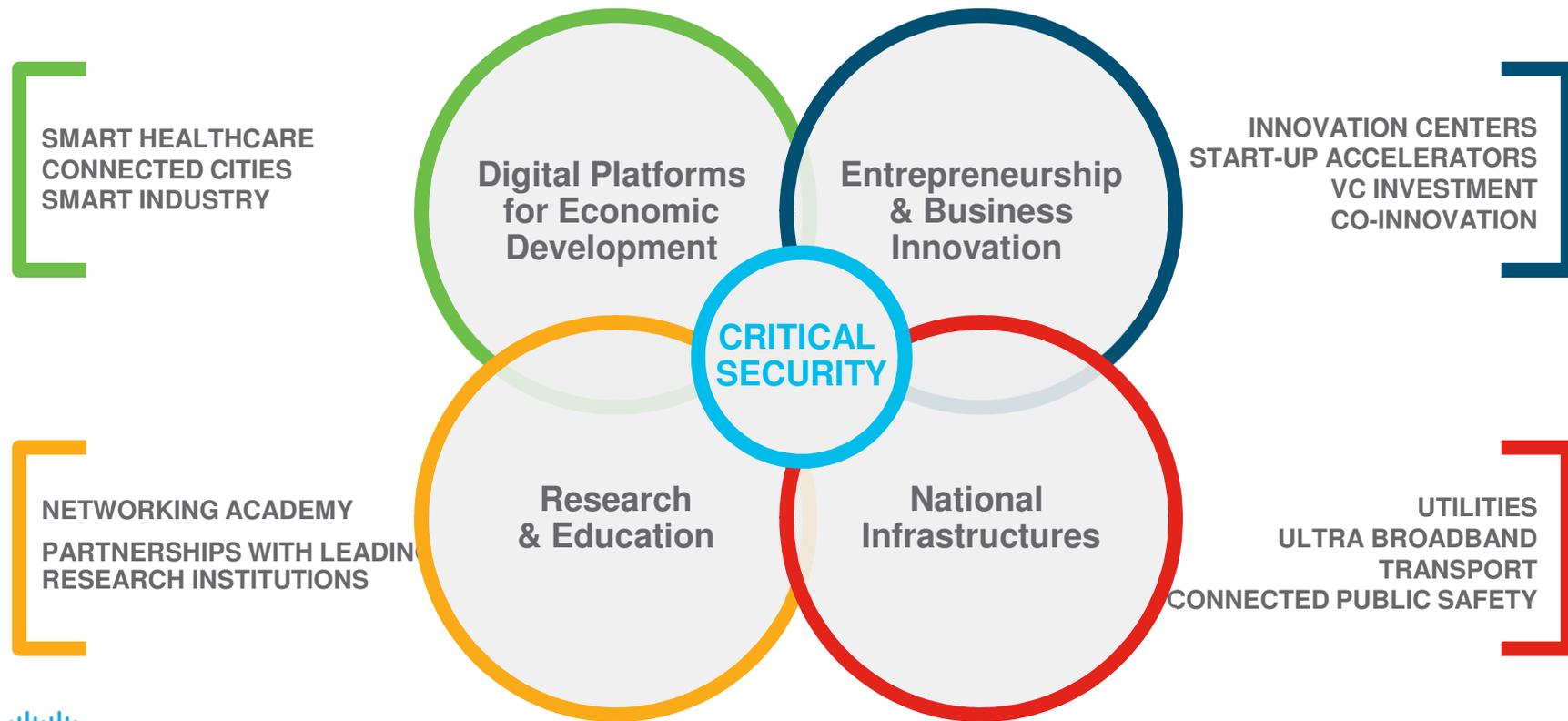


**CREATE
NEW JOBS**



**ENSURE
SECURITY**

CDA Framework (4 Pillars) & Technical Security



Why Cisco?

Cisco is the only company that can combine experience, skills, technologies, processes, and relationships to accelerate country digitization in A comprehensive way.



TRUST

Cisco is the worldwide technology leader that has been making the Internet work since 1984.



LEADERSHIP

Cisco led in the information age by connecting the world, and our sights are now set on leading through the digitization of everything.



GROWTH

CDA is focused on what really matters to national leaders: growing GDP, streamlining government services, attracting investment, creating jobs, and enhancing innovation.



INNOVATION

Cisco is the digital innovation leader, from venture capital, to R&D, to solution development. Cisco is leading the industry in accelerating country digitization in markets around the world.

Digital Disruption Across Every Vertical

In less than two years, 15 countries have started CDA programs with Cisco, representing one-third of the world's population.

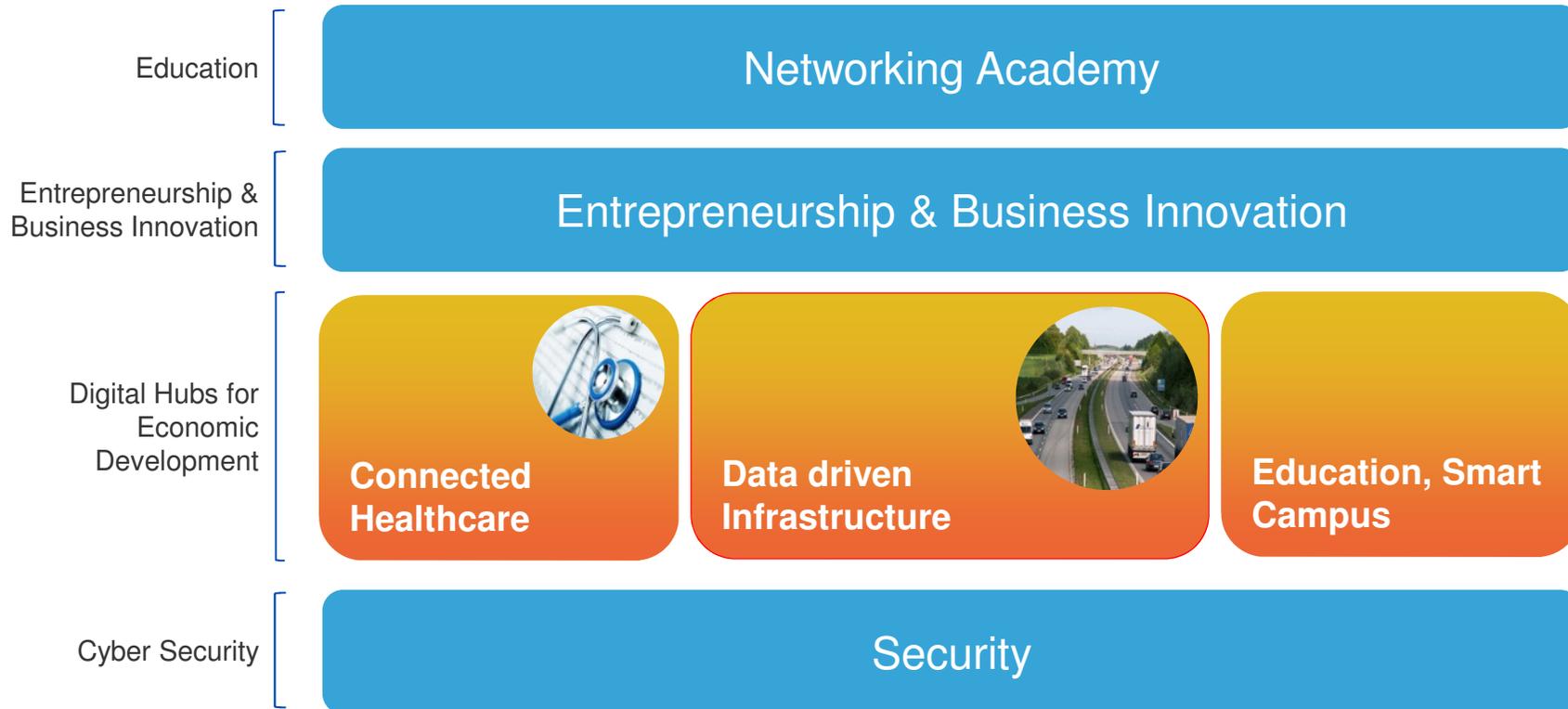




Dutch Digital Delta: Innovation, Trust, Acceleration

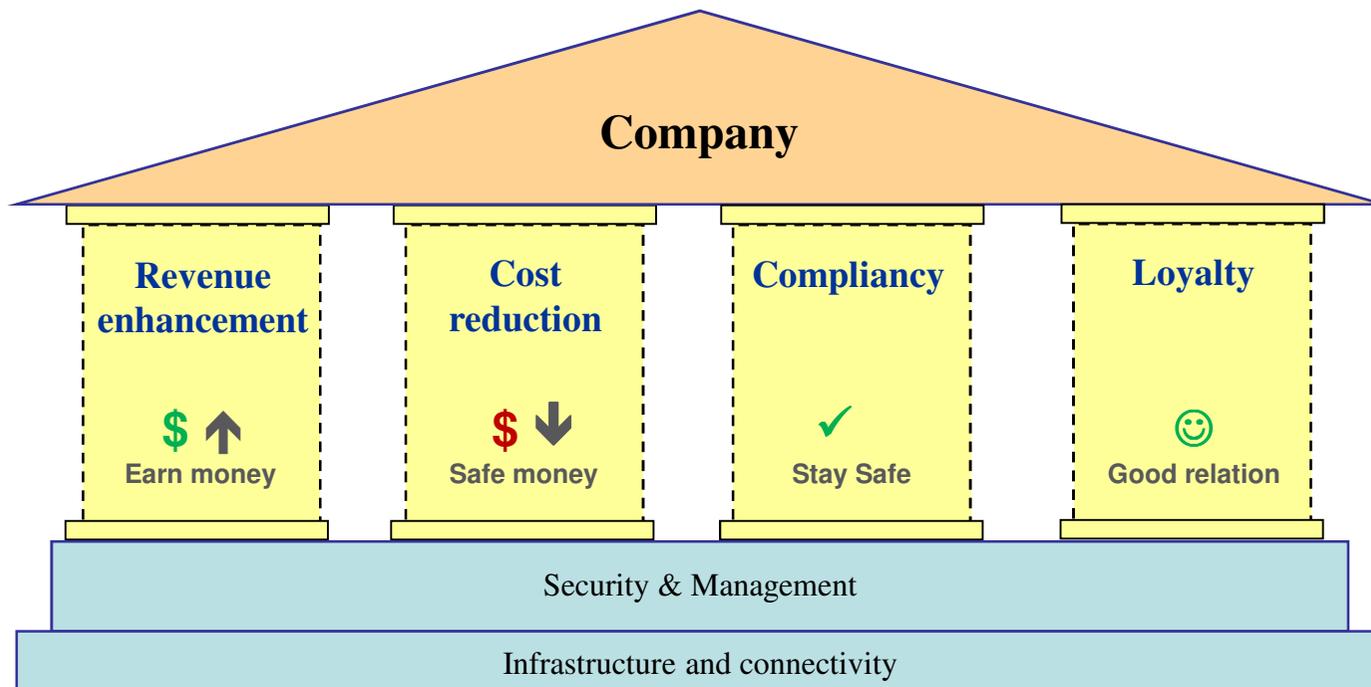
Area	Measure / Outcomes
1 GDP	Full Digitization will add between 1 and 2% to GDP growth by 2020. The best case scenario is GDP growth from 2.2% (current growth rate) to 4.3%, adding €97B, €6K per person. Almost doubling (94%) the YoY GDP growth.
2 Jobs	650K new jobs related to digital growth by 2020 from small and medium sized businesses. Digital will drive the reallocation of labor from incumbents to startups and non-digital to digital roles.
3 Innovation & Startups	Seeding, incubating and accelerating start ups. Improving access to venture and growth capital for startups and SME's. VC share in GDP = 0.26% far behind 0.76% of the leading countries. Cisco's European VC facility can be leveraged on start-ups and scale-ups in the Netherlands. Cisco plan to partner with StartupDelta.
4 Infrastructure	New opportunities driven by digitization to make transport more efficient, more eco-friendly and make better use of transport resources and infrastructure. Support reduction of travel-time by 10% for the most busy areas as defined in the 'Beter Benutten (Optimising Use)' government program. Netherlands becoming the 'lighthouse' in Europe.
5 Security	Become the Government's trusted advisor on cyber security and elevate the Netherlands (The Hague Security Delta) as the secure gateway to Europe. Build national security testbed. Contain and manage the \$11Bn / year cyber crime and cyber espionage costs.
6 Education	NL Digital Strategy – "The supply of sufficient talent and professionals with the right skills is a major challenge faced by the Digital Economy in the Netherlands." Cisco NetAcad will significantly contribute to closing the Digital skills gap, impacting 76K students (44K traditional, 30K non-IT), instructors x5 (936 total) and Academies x2 (170 total). Minimizing the 'Digital Divide'.
7 Healthcare	Continue to maintain the high standard of healthcare by: 80% of chronically ill patients and 40% of the remaining population having direct access to certain medical data. 75% of the chronically ill to independently monitor their health and to collaborate via video with a care provider available 24x7.

The Netherlands CDA Programme Architecture

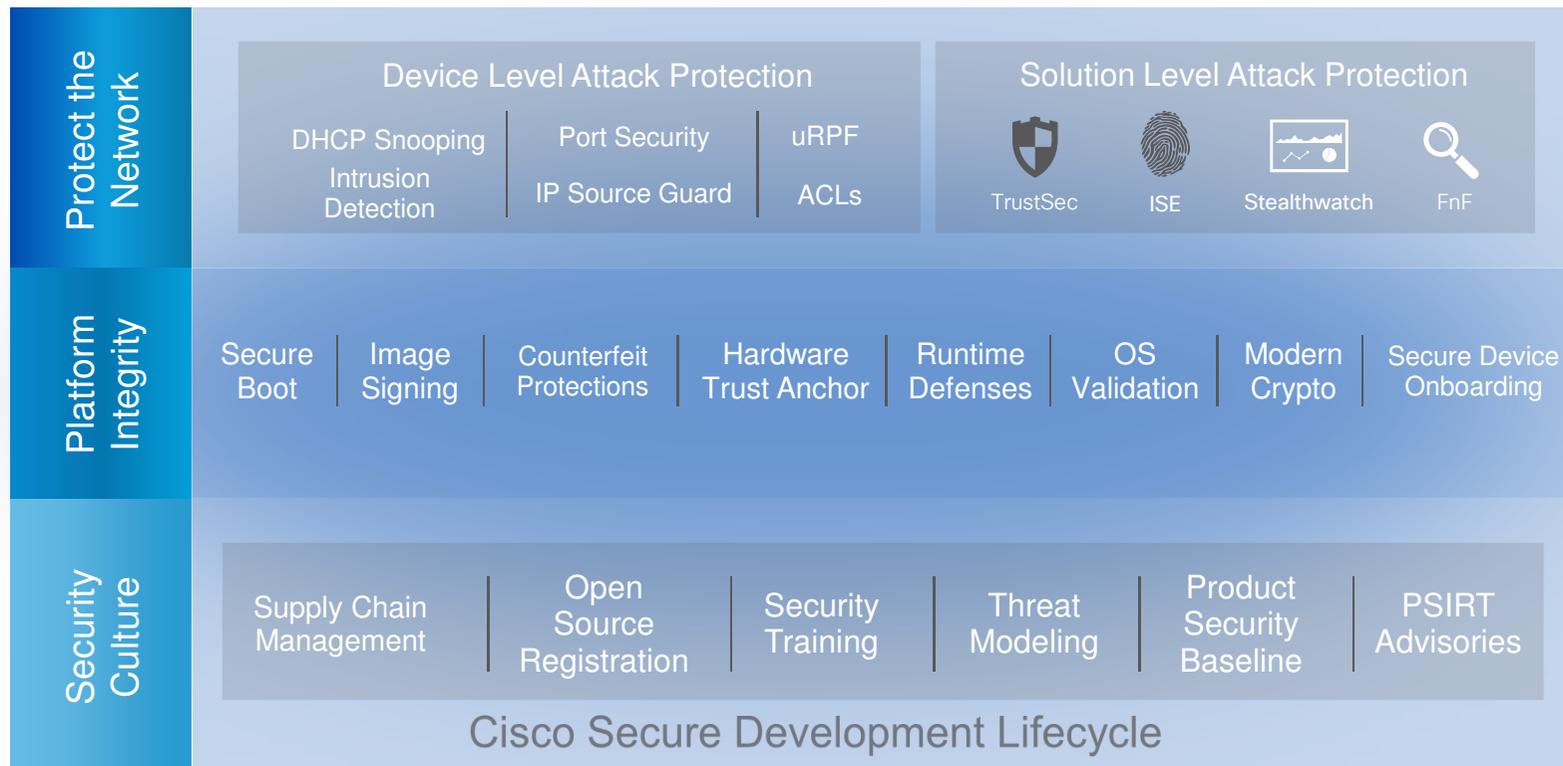


See also: www.cisco.nl/dvn and Cisco.nl/dvn/cybersecurity

Business value of cyber security

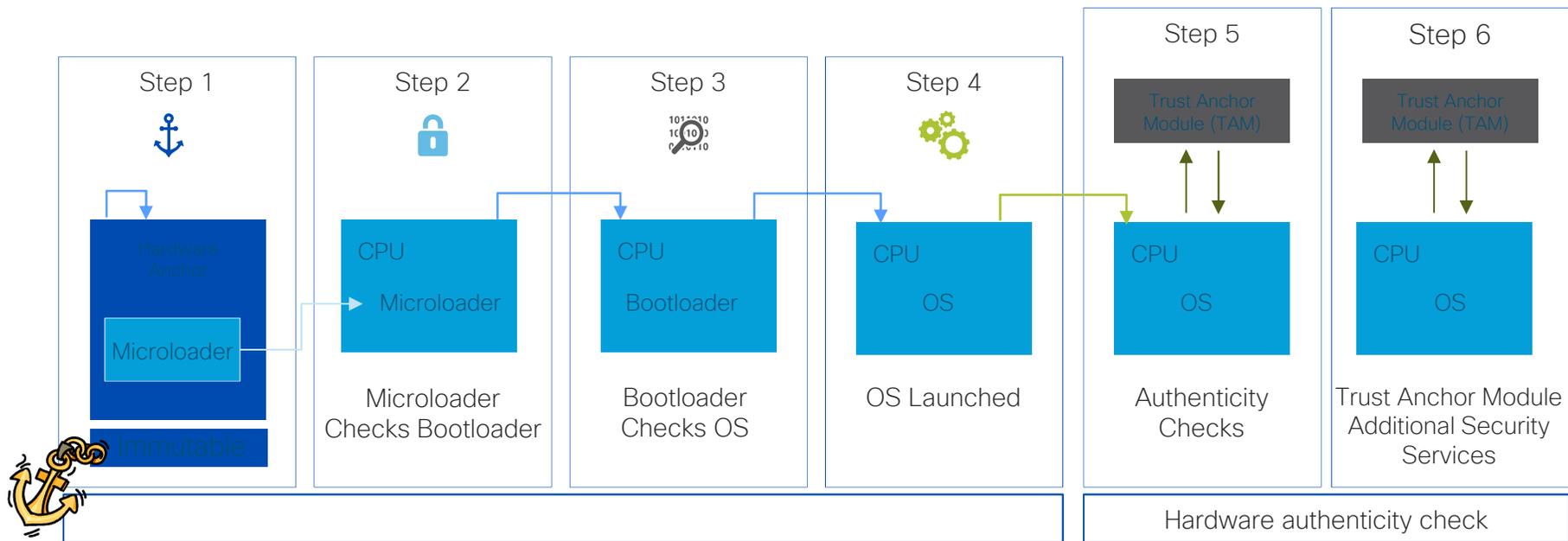


Cisco Trustworthy Systems Levels



Cisco IMC Secure Boot

Anchors Secure Boot in Hardware to Create a Chain of Trust



6 Things GDPR is

1

A total data protection game changer

As a regulation, the GDPR is in immediate effect, and does not leave room for jurisdictional interpretation of all its rules.

2

Applies on all data of EU citizens

Global applicability, applies to organizations anywhere who control or process EU citizen data.

3

Legislation with teeth

The DPA – Data Protection Authority, will be able to impose fines of up to 20 million or 4% of yearly revenue – whichever is larger!

Individuals will be entitled to seek compensation.

4

Encourage a risk based approach

The rights and freedom of individuals to privacy must be balanced against the operations of the organization.

Risks assessments and in-built privacy considerations are to factor in every new approach.

5

Making organizations accountable

The requirements for a DPO – Data Privacy Officer, mandatory breach reporting and documenting compliancy are pushing the burden on the data controllers and processors to prove adherence to the GDPR.

6

Long overdue!

Privacy has never been so challenged and technology has never been so advanced. Legislators are finally catching up.

GDPR

People

- User awareness / training

Processes

- Security / Privacy by design (CSDL)

Technology

- Secure equipment / software (platform integrity)
- CVD – Cisco Validated Design / best practices
- DLP – Data Leakage Protection / network as a sensor
- Certification ?

Bronnen van informatie, o.a.;

